



AUTOS AND SPORTS . . . Merchandise of interest to car owners, sports enthusiasts, pet lovers, and those with a green thumb is carried in the departments managed by these five men (from left), Thomas Killeen, auto accessories; Blair Kelsey, sporting goods; Gerald Bays, toys; John Oxley, garden, pet, and farm shop; and Jack Sasser, automotive service center.

Testing of Goods Started by Sears

Sears laboratories, first to be established by a merchandising concern, serve as a supreme court, a watch dog, a censor and an inventor, reports Donald Stage, durable goods merchandise manager of Torrance's new Sears store.

The merchandise testing and developing laboratories of the company have a twin mission, to take the guesswork out of buying and to guard the quality of Sears merchandise.

Each year the laboratories' staff of more than 150 chemists, engineers and technicians check more than 20,000 separate items. Technicians in spotless white smocks work amid a maze of microscopes and test tubes. Engineers clad in brown aprons man ingenious machines used for a variety of tests. Some machines count threads in fabrics. A "spanking machine" works on trousers; electrically-driven brushes, sweepers, varnishes and linoleum; a 200-pound weight steadily pounds mattresses, seat cushions and springs for days on end.



DO-IT-YOURSELF KINGS . . . Departments with merchandise of particular interest to the "do-it-yourself" enthusiast are directed by these six managers, (from left) Donald Speer, hardware and power tools; William Hilton, paints; Milton Sedlacek, miscellaneous home furnishings; Kenneth Hansen, electrical lighting fixtures and small appliances; Phillip Ciraulo, building materials; and Robert Stark, plumbing and heating.

Paper Baler Solves Waste Problem

The new Sears-Torrance store received plaudits from city of Torrance officials and the A.P.C.D. today for its installation of unique equipment for the disposal of waste paper and trash in a manner which will not contribute in any way to the fire hazard or air pollution in the Torrance area.

Fire Chief J. J. Benner, Fire Marshal Robert Lucas, and City Manager George Stevens, together with Captain Lou Fuller, Chief Deputy for the Air Pollution Control District, joined John G. Lowe, manager of the new Sears store, in a final inspection of the hydraulic paper baling equipment that has been installed in the giant new retail store located at the intersection of Hawthorne Ave. and Sepulveda Blvd.

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Chief Benner indicated that this method of waste paper disposal reduced the fire hazard of the new store during pre-opening days by keeping to a minimum the accumulation of loose combustible material.

FIRE MARSHAL Lucas said that several off-duty Torrance firemen were now patrolling the Sears premises at 22100 Hawthorne Ave. and aiding manager Lowe in eliminating hazardous conditions that might develop during the very busy days attending the store's official opening to the public.

According to Marshal Lucas, 75 of the city's firemen have completed a tactical inspection of the new Sears store.

THE NEWLY installed baler currently presses approximately 20,000 pounds of paper into bales each week. This



PAPER BALER . . . John Lowe (left) store manager, shows Fire Chief J. J. Benner, Fire Marshal Robert Lucas, City Manager George Stevens, and Captain Lou Fuller, chief deputy for the Air Pollution Control District, how the paper baler used by Sears (in background) reduces fire hazards and prevents the store from contributing to any air pollution.

Maintenance Crews Go Modern at Sears

The upkeep of a plant the size of Torrance's new Sears store with its nearly 300,000 square feet of space and 18.6

Sears in Latin America Brings New Sales Idea

Latin America is experiencing a new kind of revolution in which Sears, Roebuck and Co., through its international corporate network, has played a peacefully important role.

Daniel James, author of an article which first appeared in the June issue of Harper's Magazine, and which was later reprinted in Reader's Digest for September, describes an economic revolution sparked by Sears expansion of its retail business south of the Rio Grande, and the firm's inauguration of the same basic principles and policies in Mexico which had long been adhered to in the company operation in the United States.

SINCE ONE of Sears policies in this country had always been to purchase as much merchandise as possible near by to where the goods were to be sold, Sears concluded that in Mexico it would be best to buy everything it could right on the spot. Today, to supply its 24 retail stores and six sales offices in Mexico, Sears does business with 2000 independent Mexican merchandise sources, large and small, all of whom it has aided in various ways. Almost 98 per cent of what Sears sell in Mexico is made there, and of the more than 3500 persons employed by the company in Mexico, only 20 are North Americans.

The concluding paragraph of James' article reads: "Sears has proved to be the most effective ambassador the United States has sent abroad in many a year."

El Presidente of Sears, Roebuck de Mexico, S.A., is W. F. Plummer, former manager of the Sears Los Angeles store at 9th and Boyle.

THERE ARE 70 Sears retail units south of the border in Mexico, Cuba, Brazil, Venezuela, Colombia, Peru, Panama, Costa Rica and El Salvador. In all of the other Latin American countries, the story is much the same as in Mexico.

Nearly 70 per cent of everything Sears sells in Colombia is produced in that country and only 25 North Americans are employed out of a total working force of 1000. Practically every cruzeiro's worth of merchandise sold by Sears in Brazil is made in that country, where only 16 North Americans are numbered among the big staff of 2323 people who man Sears stores there.

ALTOGETHER Sears employs about 10,000 persons in the nine Latin American countries. Havana, Cuba, had the first of the Latin American Sears stores, opened in November, 1942. The Mexico City store, on Avenida Insurgentes, was the next Sears retail establishment to open in February, 1947.

Sears, Roebuck and Co.'s investment in its Latin American subsidiaries totaled \$42,884,491 as of last Jan. 31.

Clever Device Aids Customers In Fast Pick-Up

Sears newest stores, like the one opened yesterday in the Del Amo Shopping Center, have scored an important break-through in service to customers who prefer to pick up their goods at the time of purchase. The new system, using TelAutograph handwritten wire communications, is designed for the customer who makes a purchase after examining a floor sample and wants to arrange to pick up the article at the warehouse or stockroom on his way home.

In most stores, arrangements for such request are handled on the phone. There is always a chance that a phone line will be busy, and the customer will have to wait. There is always a chance for misunderstanding when people are taking messages in a rush.

UNDER THE new procedure at Sears-Torrance, the salesman goes to a TelAutograph transceiver immediately after a customer makes his purchase. In the presence of the customer, the salesman writes full instructions on this instrument. As he writes, the TelAutograph machine converts the motions of the pen-like stylus to electrical energy. These signals are transmitted to a receiving TelAutograph unit in the storage area.

With the TelAutograph system, there is no possible chance for a misunderstanding. The customer's name and the description of the merchandise are spelled out unmistakably. When the customer drives up to the service door, even a few minutes later, he is expected and his purchase is waiting for him.

World's Largest Carpeting Workroom Supplies the Sears-Torrance Store

The world's largest "carpet workroom" and floorcovering warehouse containing enough carpeting material to stretch 125 miles (9 feet wide) will be serving the customers of the Sears-Torrance store, was the boast of A. Carlton, manager of the floorcovering department of the new store in the Del Amo Shopping Center.

In its floorcovering warehouse in East Los Angeles, the company keeps in stock more than 1600 bales of broadloom carpeting in floor-to-ceiling racks which rise 18 feet high and create a 400-foot tunnel-like corridor. From the "walls of carpeting", huge bales, weighing more than one-fourth of a ton each are plucked with ease by electric power equipment.

WITH THE AID of overhead electrical cranes, one man may remove the 600 pound bales from the racks and convey them to the cutting and wrapping operation which is mechanized in such a way that rugs weighing several hundred pounds can be wrapped in a matter of seconds.

The bulky and heavy rolls of linoleum are handled by electric cranes and powered tractors using liquid petroleum to eliminate unpleasant fumes.



RUG POOL . . . Cavernous interior of Sears floorcoverings warehouse in East Los Angeles, showing the 18-foot high racks in which are stored more than 1600 bales of carpeting, mark the operation as the world's largest carpet workroom.

Brand Names Identify Top Merchandise

A good article is worthy of a good name! That's why Sears, Roebuck and Co. has for years been following a policy of assigning brand-names to its various categories of merchandise, Wayne Crandall, softline merchandise manager of the new Sears Torrance store explained.

"Sears own-developed merchandise coupled with Sears brand names is an identification and guarantee of satisfaction to our millions of customers," he said.

Coldspot on Sears line of refrigerators and freezers, and Craftsman on Sears hardware, to mention two, are among the best-known brand-names in America, he pointed out.

OTHER FAMOUS names being featured in the local store include Harmony House on furniture, rugs, blankets and silverware sets, J. C. Higgins on sporting goods, Maid of Honor on housewares, Tower on photography equipment, office and school supplies.

Kenmore has long identified Sears laundry equipment, vacuum cleaners, sewing machines, stoves and electric table appliances. Homeart means plumbing supplies and building materials.

When the family shops for shoes at Sears, Biltwel is the label for the children, Kerrybrooke for mother and Gold Bond for dad.

IN WEARING apparel, Honseysuckle identifies infants' wear; Boyville, boys' clothing; Honeyland, girls' wear; Kerrybrooke, women's fashions, and Fashion-Tailored, men's clothing.

Sears Service Keeps Modern Living Easy

As recently as 20 years ago, a homemaker considered herself lucky if she had two or three labor-saving appliances to lighten her housework.

Today it is estimated that the typical housewife lives in a home that is a mechanical, electrical and electronic marvel, filled with 25 or more appliances worth more than \$3000. From 22 to 24 electric motors, plus accompanying switches, solenoids, and relays stand ready at her beck and call to do the wash, dry the clothes, scrub the floors, freeze foods, cook the meals, and provide entertainment for the family.

THIS CHANGE in American habits has made for more leisure time and less hard work for today's homemakers. To the retailers who furnish American customers with these electric and electronic marvels, the furnishing of honest and efficient service has come to be a major responsibility.

Sears, Roebuck and Co., for example, spends approximately \$52,000,000 nationally to maintain 7500 service technicians in approximately 1200 locations. In addition, the company has \$25,000,000 worth of repair parts on hand to back up and supply its service organization.

THE ADDITIONAL number of appliances in the American home today, however, does not tell the whole story of the increased importance of service.

The refrigerator of the 1930's for example, had very few major parts that might need repairs. Today, with crispers, automatic defrosting, controlled storage areas and all the other conveniences that the homemaker expects, a refrigerator is literally a mechanical brain containing many major parts that may, at some time, require servicing.

THIS SAME principle holds true for automatic washers and dryers, with their special cycles for individual fabric types; for ranges, with their wide choice of oven and burner heats and controls; for television sets, with their intricate and highly specialized electronic parts and controls.

Modern-day appliances require the help of a professional repairman who is trained in the latest skills and techniques and has the parts necessary to keep the appliance in good working order.

PROPER TRAINING of good servicemen is in itself a huge task. Sears, in order to keep its more than 7500 technicians abreast of current developments, begins to train its servicemen on a new appliance long before it goes on sale.

The company holds regional service schools, where servicemen are shown the new products while engineers, designers and factory experts go into detail on the workings and intricate design of the appliance.

Actual on-the-job training is used, as the service personnel take the appliances apart, study their construction, and re-assemble them to the satisfaction of the factory engineers.

Use Newspapers Heavily to Tell Story of Values

Sears, Roebuck and Co. whose newest retail store opened yesterday in the Del Amo Shopping Center, spent a record-breaking total of \$48,650.00 for the purchase of white space in the nation's newspapers in 1958. J. C. Lowe, manager of the new Sears-Torrance store announced today. Lowe said that it marked the thirteenth consecutive year that his company has invested a record expenditure in newspaper advertising, with the last year total up more than \$2 million from the 1957 figure.

Newspapers received over 77.8 per cent of Sears retail media budget last year. This percentage has remained consistently similar for several years.

SEARS NEWSPAPER advertising expenditures went towards the purchase of white space in more than 980 dailies and weeklies located in every state.

But the story of Sears advertising cannot be told alone in the terms of last year or the year before. Through all the years since the company's founding, it is doubtful whether any American business institution has revealed more implicit faith in newspaper advertising than Sears. On April 1, 1887, there appeared in the Chicago Daily News this classified ad: "Wanted — watchmaker with reference who can furnish tools. State age, experience and salary required. Address T39, Daily News."

THE AD HAD been inserted by Richard W. Sears. The first man to answer it happened to be A. C. Roebuck. Roebuck got the job, and so was born the partnership of Sears and Roebuck. This historic little classified ad has been reproduced scores of times since by many of America's newspapers to illustrate the power of advertising.

Despite the fact that Dick Sears had his catalog to help build his growing business, as early as 1889 he was actually spending more money on newspaper advertising than on other forms of advertising. Today in California, Sears invests one of the largest newspaper advertising budgets it expends in any state in the nation, Lowe said.

keep them up-on-date on new products, new techniques, and new methods of service and repair. Parts most active in demand are kept on hand in major parts depots and stores to assure prompt service for millions of Sears appliances now in use with availability from factories on certain additional parts needed for some merchandise in use 25 years and longer.

The quiet hum of a motor in the home of 1958 means less work and more leisure time for the homemaker. For the retailers of the nation it means that their responsibility to service the goods they sell will continue long past the date of purchase.